

Remit To: KGWP.O. BOX 203981 HOUSTON TX 77216-3981

001467

MEDIA ANALYSIS INC. P.O. BOX 66490 PORTLAND, OR 97290-6490

OFFICIAL BILLING INVOICE

Inv # 1488167 Rev # 0 Invoice Date: 10/28/2012

Advertiser: Defend Oregon (22209) Agency: Media Analysis Inc. (7701)

Buyer:

Contract: 860052

Acct Type: Local/Political Issue - Agency

Terms: Net 30 Bill Type: Standard

Period: 10/01/2012 - 10/28/2012

Coop: No

Salesperson: Bob Torheim, (503) 226-5000 Product: Political - Ballot Issue (1195)

Brand: No on 84 (179399)

Estimate/HL: 422/

Comments: OT\$122,000

RT \$113,300 187x KG 10/10/12

For Billing Inquires Call: (877) 269-2227 or email: TVBilling@belo.com

Portland (KGW)

Line	Туре	Scheduled Time	Scheduled Day to Run	Air Date/Time	Length	AD-ID / ISCI	Amount	Remarks
1.1	SPOT	5:57:00AM-6:58:00A	Day,Tu-1W-1Th-1F-1	10/16/12 06:27 am (Tu)	00:30	DO12TVENV102H	\$700.00	
		5:57:00AM-6:58:00A	Day,Tu-1W-1Th-1F-1	10/17/12 06:13 am (We)	00:30	DO12TVENV102H	\$700.00	
	SPOT	5:57:00AM-6:58:00A	Day,Tu-1W-1Th-1F-1	10/18/12 06:54 am (Th)	00:30	DO12TVENV102H	\$700.00	
	SPOT	5:57:00AM-6:58:00A	Day,Tu-1W-1Th-1F-1	10/19/12 05:58 am (Fr)	00:30	DO12TVENV102H	\$700.00	
2.1	SPOT	6:58:00AM-9:00:00A	Day,Tu-1W-2Th-1F-1	10/16/12 08:43 am (Tu)	00:30	DO12TVENV102H	\$725.00	
		6:58:00AM-9:00:00A	Day,Tu-1W-2Th-1F-1	10/17/12 08:27 am (We)	00:30	DO12TVENV102H	\$725.00	
		6:58:00AM-9:00:00A	Day,Tu-1W-2Th-1F-1	10/17/12 08:58 am (We)	00:30	DO12TVENV102H	\$725.00	
		6:58:00AM-9:00:00A	Day,Tu-1W-2Th-1F-1	10/18/12 08:34 am (Th)	00:30	DO12TVENV102H	\$725.00	
	SPOT	6:58:00AM-9:00:00A	Day,Tu-1W-2Th-1F-1	10/19/12 06:59 am (Fr)	00:30	DO12TVENV102H	\$725.00	
 3.1		9:00:00AM-10:00:00	Day,Tu-1W-1Th-1	10/16/12 09:59 am (Tu)	00:30	DO12TVENV102H	\$400.00	
···		9:00:00AM-10:00:00	Day,Tu-1W-1Th-1	10/17/12 09:52 am (We)	00:30	DO12TVENV102H	\$400.00	
		9:00:00AM-10:00:00	Day,Tu-1W-1Th-1	10/18/12 09:59 am (Th)	00:30	DO12TVENV102H	\$400.00	
 I.1	SPOT	10:00:00AM-11:00:0	Day,Tu-1W-1Th-1	10/16/12 10:45 am (Tu)	00:30	DO12TVENV102H	\$350.00	
··!	SPOT	10:00:00AM-11:00:0	Day,Tu-1W-1111-1	10/17/12 10:43 am (We)	00:30	DO12TVENV102H	\$350.00	
	SPOT	10:00:00AM-11:00:0	Day,Tu-1W-1111-1	10/17/12 10:31 am (We)	00:30	DO12TVENV102H	\$350.00	
 5.1	SPOT	11:59:00AM-12:31:0		10/16/12 10:26 am (Til)	00:30	DO12TVENV102H	\$400.00	
·.'	SPOT		Day,Tu-1W-1Th-2F-1	10/17/12 12:20 pm (Ve)			\$400.00	
		11:59:00AM-12:31:0	Day,Tu-1W-1Th-2F-1		00:30	DO12TVENV102H		
	SPOT	11:59:00AM-12:31:0	Day,Tu-1W-1Th-2F-1	10/18/12 12:11 pm (Th)	00:30	DO12TVENV102H	\$400.00	
	SPOT	11:59:00AM-12:31:0	Day,Tu-1W-1Th-2F-1	10/18/12 12:30 pm (Th)	00:30	DO12TVENV102H	\$400.00	
<u>.</u>	SPOT	11:59:00AM-12:31:0	Day,Tu-1W-1Th-2F-1	10/19/12 12:16 pm (Fr)	00:30	DO12TVENV102H	\$400.00	
.1		2:58:00PM-4:00:00P	Day,Tu-1W-1F-1	10/16/12 03:31 pm (Tu)	00:30	DO12TVENV102H	\$400.00	
		2:58:00PM-4:00:00P	Day,Tu-1W-1F-1	10/17/12 03:38 pm (We)	00:30	DO12TVENV102H	\$400.00	
	SPOT	2:58:00PM-4:00:00P	Day,Tu-1W-1F-1	10/19/12 03:47 pm (Fr)	. 00:30	DO12TVENV102H	\$400.00	
`.1	SPOT	4:00:00PM-4:57:00P	Day,Tu-2W-1Th-1F-1	10/16/12 04:26 pm (Tu)	00:30	DO12TVENV102H	\$600.00	
		4:00:00PM-4:57:00P	Day,Tu-2W-1Th-1F-1	10/16/12 04:53 pm (Tu)	. 00:30	DO12TVENV102H	\$600.00	
		4:00:00PM-4:57:00P	Day,Tu-2W-1Th-1F-1	10/17/12 04:40 pm (We)	. 00:30	DO12TVENV102H	\$600.00	
		4:00:00PM-4:57:00P	Day,Tu-2W-1Th-1F-1	10/18/12 04:45 pm (Th)	00:30	DO12TVENV102H	\$600.00	
	SPOT	4:00:00PM-4:57:00P	Day,Tu-2W-1Th-1F-1	10/19/12 04:27 pm (Fr)	. 00:30	DO12TVENV102H	\$600.00	
i.1	SPOT	4:57:00PM-5:30:00P	Day,Tu-1W-1Th-1	10/16/12 05:23 pm (Tu)	. 00:30	DO12TVENV102H	\$900.00	
	SPOT	4:57:00PM-5:30:00P	Day,Tu-1W-1Th-1	10/17/12 05:28 pm (We)	00:30	DO12TVENV102H	\$900.00	
	SPOT	4:57:00PM-5:30:00P	Day,Tu-1W-1Th-1	10/18/12 05:23 pm (Th)	00:30	DO12TVENV102H	\$900.00	
).1	SPOT	5:59:00PM-7:00:00P	Day,W-2Th-2F-2	10/17/12 06:40 pm (We)	00:30	DO12TVENV102H	\$900.00	
	SPOT	5:59:00PM-7:00:00P	Day,W-2Th-2F-2	10/17/12 06:58 pm (We)	00:30	DO12TVENV102H	\$900.00	
	SPOT	5:59:00PM-7:00:00P	Day,W-2Th-2F-2	10/18/12 06:43 pm (Th)	00:30	DO12TVENV102H	\$900.00	
	SPOT	5:59:00PM-7:00:00P	Day,W-2Th-2F-2	10/18/12 06:57 pm (Th)	00:30	DO12TVENV102H	\$900.00	
	SPOT	5:59:00PM-7:00:00P	Day,W-2Th-2F-2	10/19/12 06:13 pm (Fr)	00:30	DO12TVENV102H	\$900.00	
	SPOT	5:59:00PM-7:00:00P	Day,W-2Th-2F-2	10/19/12 06:57 pm (Fr)	00:30	DO12TVENV102H	\$900.00	
0.1	SPOT	7:00:00PM-7:29:00P	Day,Tu-1W-1F-1	10/19/12 07:28 pm (Fr)	00:30	DO12TVENV102H	\$550.00	
1.1	SPOT	7:29:00PM-7:58:00P	Day,W-2Th-1	10/17/12 07:42 pm (We)	00:30	DO12TVENV102H	\$600.00	
		7:29:00PM-7:58:00P	Day,W-2Th-1	10/17/12 07:56 pm (We)	00:30	DO12TVENV102H	\$600.00	
		7:29:00PM-7:58:00P	Day,W-2Th-1	10/18/12 07:51 pm (Th)	00:30	DO12TVENV102H	\$600.00	
2.1	SPOT	11:00:00PM-11:34:0	Day,Tu-1W-1Th-1	10/16/12 11:34 pm (Tu)	00:30	DO12TVENV102H	\$900.00	
	SPOT		Day,Tu-1W-1Th-1	10/17/12 11:27 pm (We)	00:30	DO12TVENV102H	\$900.00	
	SPOT	11:00:00PM-11:34:0	Day,Tu-1W-1Th-1	10/18/12 11:12 pm (Th)	00:30	DO12TVENV102H	\$900.00	
3.1	SPOT	11:34:00PM-12:37:0	Day,Tu-1W-1Th-1F-1	10/16/12 12:09 am (Tu)	00:30	DO12TVENV102H	\$500.00	
ÿ. i	SPOT	11:34:00PM-12:37:0	Day,Tu-1W-1111-1F-1 Day,Tu-1W-1Th-1F-1	10/17/12 12:09 am (We)	00:30	DO12TVENV102H DO12TVENV102H	\$500.00	
	3501	11.34.00FIVI=12.31.0	Day, iu-ivv-iill-IF-I	10/11/12 12.09 alli (VVE)				
						CONTINUED		



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Defend Oregon (22209) Media Analysis Inc. (7701) 860052 Advertiser: Agency: Contract:

	···	d (KGW)						
Line	Туре	Scheduled Time	Scheduled Day to Run	Air Date/Time	Length	Ad ID / ISCI	Amount	Remarks
	SPOT	11:34:00PM-12:37:0	Day,Tu-1W-1Th-1F-1	10/18/12 12:31 am (Th)	00:30	DO12TVENV102H	\$500.00	
	SPOT	11:34:00PM-12:37:0	Day,Tu-1W-1Th-1F-1	10/19/12 12:29 am (Fr)	00:30	DO12TVENV102H	\$500.00	
14.1	SPOT	4:58:00AM-5:57:00A	Day,Tu-1W-1Th-1F-1	10/16/12 05:27 am (Tu)	. 00:30	DO12TVENV102H	\$225.00	
		4:58:00AM-5:57:00A	Day,Tu-1W-1Th-1F-1	10/17/12 05:53 am (We)	. 00:30	DO12TVENV102H	\$225.00	
	SPOT		Day,Tu-1W-1Th-1F-1	10/18/12 05:24 am (Th)	. 00:30	DO12TVENV102H	\$225.00	
	SPOT	4:58:00AM-5:57:00A	Day,Tu-1W-1Th-1F-1	10/19/12 05:42 am (Fr)	. 00:30	DO12TVENV102H	\$225.00	
15.1	SPOT	5:58:00AM-9:00:00A	Day,Sa-1	10/20/12 07:43 am (Sa)	00:30	DO12TVENV102H	\$350.00	
16.1		5:00:00PM-6:00:00P	Day,Sa-1	10/20/12 05:29 pm (Sa)	00:30	DO12TVENV102H	\$500.00	
17.1		7:00:00PM-Inside Ed	Day,Sa-1	10/20/12 07:21 pm (Sa)	00:30	DO12TVENV102H	\$600.00	
18.1		7:28:00PM-Grants G	Day,Sa-1	10/20/12 07:57 pm (Sa)	. 00:30	DO12TVENV102H	\$225.00	
19.1	SPOT	10:59:30PM-News @	1	10/20/12 11:27 pm (Sa)	00:30	DO12TVENV102H	\$900.00	
20.1	SPOT	11:29:30PM-Saturda	Day,Sa-1	10/20/12 12:12 am (Sa)	00:30	DO12TVENV102H	\$1200.00	
21.1		5:58:00AM-8:58:00A	Day,Su-1	10/21/12 06:13 am (Su)	00:30	DO12TVENV102H	\$350.00	
22.1		8:58:00AM-Meet The	Day,Su-1	10/21/12 08:59 am (Su)	00:30	DO12TVENV102H	\$800.00	
23.1	SPOT		Day,Su-1	10/21/12 11:26 pm (Su)	00:30	DO12TVENV102H	\$900.00	
24.1		5:57:00AM-6:58:00A	Day,M-1Tu-1Th-1F-1	10/22/12 06:45 am (Mo)	. 00:30	DO12TVENV102H	\$700.00	
		5:57:00AM-6:58:00A	Day,M-1Tu-1Th-1F-1	10/23/12 06:14 am (Tu)	00:30	DO12TVENV102H	\$700.00	
		5:57:00AM-6:58:00A	Day,M-1Tu-1Th-1F-1	10/25/12 06:45 am (Th)	00:30	DO12TVENV102H	\$700.00	
25.1		6:58:00AM-9:00:00A	Day,M-1Tu-1W-1Th-1F-1	10/22/12 08:51 am (Mo)	. 00:30	DO12TVENV102H	\$725.00	
		6:58:00AM-9:00:00A	Day,M-1Tu-1W-1Th-1F-1	10/23/12 07:27 am (Tu)	. 00:30	DO12TVENV102H	\$725.00	
	SPOT		Day,M-1Tu-1W-1Th-1F-1	10/24/12 07:57 am (We)	. 00:30	DO12TVENV102H	\$725.00	
	SPOT	6:58:00AM-9:00:00A	Day,M-1Tu-1W-1Th-1F-1	10/25/12 07:57 am (Th)	00:30	DO12TVENV102H	\$725.00	
26.1	SPOT	l	Day,M-1F-1	10/22/12 09:59 am (Mo)	00:30	DO12TVENV102H	\$400.00	
		9:00:00AM-10:00:00	Day,M-1F-1	10/26/12 09:26 am (Fr)	. 00:30	DO12TVENV102H	\$400.00	
27.1	SPOT	10:00:00AM-11:00:0	Day,M-1Tu-1	10/22/12 10:30 am (Mo)	. 00:30	DO12TVENV102H	\$350.00	
	SPOT	10:00:00AM-11:00:0	Day,M-1Tu-1	10/23/12 10:52 am (Tu)	00:30	DO12TVENV102H	\$350.00	
28.1	SPOT	11:59:00AM-12:31:0	Day,M-1Tu-1W-1Th-1F-1	10/22/12 12:27 pm (Mo)	00:30	DO12TVENV102H	\$400.00	
	SPOT	11:59:00AM-12:31:0	Day,M-1Tu-1W-1Th-1F-1	10/23/12 12:25 pm (Tu)	00:30	DO12TVENV102H	\$400.00	
	SPOT	11:59:00AM-12:31:0	Day,M-1Tu-1W-1Th-1F-1	10/24/12 12:29 pm (We)	. 00:30	DO12TVENV102H	\$400.00	
	SPOT	11:59:00AM-12:31:0	Day,M-1Tu-1W-1Th-1F-1	10/25/12 12:20 pm (Th)	. 00:30	DO12TVENV102H	\$400.00	
29.1	SPOT	2:58:00PM-4:00:00P	Day,M-1Th-1	10/22/12 03:29 pm (Mo)	. 00:30	DO12TVENV102H	\$400.00	
	SPOT	2:58:00PM-4:00:00P	Day,M-1Th-1	10/25/12 03:39 pm (Th)	00:30	DO12TVENV102H	\$400.00	
30.1	SPOT	4:00:00PM-4:57:00P	Day,M-1W-1F-1	10/22/12 04:54 pm (Mo)	00:30	DO12TVENV102H	\$600.00	
	SPOT	4:00:00PM-4:57:00P	Day,M-1W-1F-1	10/24/12 04:36 pm (We)	. 00:30	DO12TVENV102H	\$600.00	
	SPOT	4:00:00PM-4:57:00P	Day,M-1W-1F-1	10/26/12 04:13 pm (Fr)	. 00:30	DO12TVENV102H	\$600.00	
31.1	SPOT	4:57:00PM-5:30:00P	Day,M-1Tu-1W-1	10/22/12 05:23 pm (Mo)	. 00:30	DO12TVENV102H	\$900.00	
	SPOT	4:57:00PM-5:30:00P	Day,M-1Tu-1W-1	10/23/12 05:27 pm (Tu)	00:30	DO12TVENV102H	\$900.00	
		4:57:00PM-5:30:00P	Day,M-1Tu-1W-1	10/24/12 05:13 pm (We)	00:30	DO12TVENV102H	\$900.00	
32.1	SPOT	5:59:00PM-7:00:00P	Day,M-1Tu-1W-1Th-1F-1	10/23/12 06:59 pm (Tu)	. 00:30	DO12TVENV102H	\$900.00	
	SPOT	5:59:00PM-7:00:00P	Day,M-1Tu-1W-1Th-1F-1	10/24/12 06:59 pm (We)	. 00:30	DO12TVENV102H	\$900.00	
	SPOT	5:59:00PM-7:00:00P	Day,M-1Tu-1W-1Th-1F-1	10/25/12 06:42 pm (Th)	. 00:30	DO12TVENV102H	\$900.00	
33.1	SPOT	7:00:00PM-7:29:00P	Day,Tu-1Th-1	10/23/12 07:15 pm (Tu)	00:30	DO12TVENV102H	\$550.00	
	SPOT	7:00:00PM-7:29:00P	Day,Tu-1Th-1	10/25/12 07:28 pm (Th)	00:30	DO12TVENV102H	\$550.00	l
34.1	SPOT	7:29:00PM-7:58:00P	Day,M-1Tu-1	10/23/12 07:50 pm (Tu)	00:30	DO12TVENV102H	\$600.00	l
35.1	SPOT	11:00:00PM-11:34:0	Day,M-1Tu-1	10/22/12 11:31 pm (Mo)	00:30	DO12TVENV102H	\$900.00	l
[SPOT	11:00:00PM-11:34:0	Day,M-1Tu-1	10/23/12 11:13 pm (Tu)	00:30	DO12TVENV102H	\$900.00	
36.1	SPOT	11:34:00PM-12:37:0	Day,M-1Tu-1W-1Th-1	10/22/12 12:09 am (Mo)	00:30	DO12TVENV102H	\$500.00	
[SPOT		Day,M-1Tu-1W-1Th-1	10/23/12 11:56 pm (Tu)	00:30	DO12TVENV102H	\$500.00	
[SPOT	11:34:00PM-12:37:0	Day,M-1Tu-1W-1Th-1	10/24/12 12:30 am (We)	00:30	DO12TVENV102H	\$500.00	
37.1		4:58:00AM-5:57:00A	Day,M-1W-1Th-1F-1	10/22/12 05:15 am (Mo)	00:30	DO12TVENV102H	\$225.00	
		4:58:00AM-5:57:00A	Day,M-1W-1Th-1F-1	10/24/12 05:15 am (We)	00:30	DO12TVENV102H	\$225.00	
	SPOT	4:58:00AM-5:57:00A	Day,M-1W-1Th-1F-1	10/25/12 05:13 am (Th)	00:30	DO12TVENV102H	\$225.00	
38.1		5:58:00AM-9:00:00A	Day,Sa-1	10/27/12 06:16 am (Sa)	00:30	DO12TVENV102H	\$300.00	
40.2		7:00:00PM-7:29:00P	Day,Sa-1	10/27/12 07:21 pm (Sa)	00:30	DO12TVENV102H	\$250.00	
41.1	SPOT		Day,Sa-1	10/27/12 07:57 pm (Sa)	00:30	DO12TVENV102H	\$175.00	
1						CONTINUED		



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Defend Oregon (22209) Media Analysis Inc. (7701) Advertiser: Agency: Contract:

860052

Portland (KGW)								
Line	Туре	Scheduled Time	Scheduled Day to Run	Air Date/Time	Length		Amount	Remarks
13.1 14.1		11:29:30PM-Saturda	Day,Sa-1	10/27/12 12:15 am (Sa)	00:30	DO12TVENV102H	\$1200.00	
l.1		5:58:00AM-8:58:00A	Day,Su-1	10/28/12 08:16 am (Su)	00:30	DO12TVENV102H	\$350.00	
5.1		8:58:00AM-Meet The	Day,Su-1	10/28/12 08:59 am (Su)	00:30	DO12TVENV102H	\$800.00	
5.0		7:00:00PM-7:29:00P	Day,W-1	10/17/12 07:18 pm (We)	. 00:30	DO12TVENV102H	\$550.00	
7.0	SPOT	6:29:00PM-7:00:00P	Day,Th-1	10/25/12 06:58 pm (Th)	. 00:30	DO12TVENV102H	\$900.00	
.0	SPOT	7:00:00PM-7:29:00P	Per Week (1),Th,Fr	10/26/12 07:28 pm (Fr)	. 00:30	DO12TVENV102H	\$550.00	
			ur invoice format. If w			Gross Total	\$63,600.00	Total Spots

Please note a change in our invoice format. If you have any questions about your invoice, please email us at TVBilling@belo.com.

NET TOTAL	\$54,060.00
Sales Tax	\$0.00
Commission	(\$9,540.00)
Gross Total	\$63,600.00

107

Due By: 11/27/2012